The following Listing of Claims replaces all prior listings, and versions, of claims in the subject patent application.

Listing of Claims:

1-29 (Canceled).

30 (Previously presented). A consumable comprising:

an image receiving tape; and

a tag holding at least one set of templates, each template within the set comprising a format suitable for printing on the size of image receiving tape comprised in the consumable,

the tag being arranged to transmit information associated with the at least one set of templates via a contactless link in the form of electromagnetic waves, thereby allowing the printer to print in accordance with the at least one set of templates stored on said tag.

31 (Canceled).

32 (Previously presented). A consumable comprising:

a substrate carrying a plurality of preformed labels and providing a plurality of printable areas on each preformed label; and

a tag holding information identifying the plurality of printable areas of each preformed label; and

a transmitter for transmitting said information via a contactless link in the form of electromagnetic waves, thereby allowing a printer to print in accordance with the plurality of printable areas of each preformed label.

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33 (Previously presented). A consumable according to claim 32, wherein the preformed labels are die-cut labels removably adhered to the substrate.

34 (Previously presented). A consumable according to claim 32, which provides a self-laminated tape providing a plurality of non-transparent printable areas.

35 (Previously presented). A consumable according to claim 32, wherein the printable area is defined by width and height information.

36 (Canceled).

37 (Previously presented). A consumable comprising:

a thermal transfer material;

a tag holding parameter information comprising a torque value with which the material is to be wound up in a printer, and a transmitter for transmitting the information via a contactless link in the form of electromagnetic waves, thereby allowing a processor arranged to receive said information to control the torque value with which the printer winds the thermal transfer material in dependence upon such information.

38 (Canceled).

39 (Previously presented). A consumable comprising:

an image receiving tape;

a tag holding a prestored message to notify a user to order more tape when there is

insufficient length of image receiving tape remaining for a printing operation; and

a transmitter for transmitting said prestored message via a contactless link in the form of

electromagnetic waves, whereby said prestored message can be displayed at a printing apparatus.

40 (Previously presented). A consumable according to claim 30, wherein the parameter

information identifies the nature of the material.

41 (Canceled).

42 (Previously presented). A consumable according to claim 39, wherein the tag holds a message

including dealer/sales contact information.

43 (Previously presented). A consumable according to claim 39, wherein the tag holds a message

selected from one of the group consisting of advertisements, application suggestions and other

user oriented messages.

44-51 (Canceled)

52 (Previously presented). A consumable comprising:

a continuous supply of image receiving substrate which carries markings allowing tape usage to be monitored;

a tag holding status information identifying the length of image receiving tape remaining for receiving an image;

a transmitter for transmitting the information via a contactless link in the form of electromagnetic waves; and

a receiver for updating the status information.

53 (Previously presented). A consumable according to claim 30, wherein the tag stores a prestored message for display at a printing apparatus.

54 (Previously presentd). A consumable according to claim 53, wherein the tag stores a prestored message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation.

55 (Previously presenetd). A consumable according to claim 32, wherein the tag stores a prestored message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation.

56 (Previously presented). A consumable according to claim 37, wherein the tag stores a prestored message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation.

57 (Previously presented). A consumable according to claim 52, wherein the tag stores a

prestored message to notify a user to order more tape when there is insufficient length of image

receiving tape remaining for a printing operation.